**REPORT ON SENTIMENT ANALYSIS**

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**SENTIMENT ANALYSIS**

Sentiment Analysis is the process of ‘computationally’ determining whether a piece of writing is positive, negative or neutral. It’s also known as opinion mining, deriving the opinion or attitude of a speaker.

Sentiment analysis refers to identifying as well as classifying the sentiments that are expressed in the text source.

Sentiment analysis is contextual mining of text which identifies and extracts subjective information in source material, and helping a business to understand the social sentiment of their brand, product or service while monitoring online conversations. However, analysis of social media streams is usually restricted to just basic sentiment analysis and count based metrics. This is akin to just scratching the surface and missing out on those high value insights that are waiting to be discovered.

**TWITTER SENTIMENTAL ANALYSIS**

Twitter sentiment analysis provides many exciting opportunities. Being able to analyse tweets in real-time, and determine the sentiment that underlies each message, adds a new dimension to social media monitoring.

Here are some of the most common business applications of Twitter sentiment analysis.

* **Social Media Monitoring:**

Online reputation is one of the most precious assets for brands. A bad review on social media can be costly to a company if it’s not handled effectively and swiftly.

### Customer Service:

### It has become increasingly important for customer service agents to be present on Twitter. They need to engage with customers and respond quickly to customer queries: six out of ten users expect a brand to respond to any customer service requests within one hour.

### Market Research:

### Twitter is a major source of consumer insight. In fact, people use it to express all sorts of feelings, observations, beliefs, and opinions about a variety of topics.

### You can use Twitter sentiment analysis to track specific keywords and topics to detect customer trends and interests. Understanding what customers like, what their behaviours are, and how this changes over time is essential if you are planning to launch a new product.

### Brand Monitoring:

### Whether you are launching a new feature on your platform, a site redesign, or a new marketing campaign, you may want to track customer reactions on Twitter.

### Taking action and making changes or improvements in real-time will help maintain customer loyalty, and can even help spread the word about your new feature.

* **Political Campaigns:**

A huge part of Twitter conversation revolves around news and politics. That makes it an excellent place to measure public opinion, especially during election campaigns. Twitter Sentiment Analysis can provide interesting insights on how people feel about a specific candidate.